

RJR

October 2, 1989

To: Mr. J. R. Loftin, Jr.

Attached is a copy of the letter to Mark Young  
requesting sample for the subject convention.

51846 7687

L. A. Sasso  
Regional Sales Manager

RJR

September 20, 1989

To: Mr. M. A. Young


Subject: New York State Food Merchants Convention -  
Sample Request

Dear Mark:

Attached is a request for sample for the subject convention.

Would appreciate your approving this request and expediting it, since this convention will be held October 15 - 17, 1989.

Sincerely,

  
L. A. Sasso

LAS/pk  
att.

P-3

51846 7688

REQUEST TO SAMPLE SEATED FUNCTION  
(For Tobacco Use Only)

INFORMATION

Division New York Chain Accounts Division Number 1440  
Division Manager E. D. Pusateri  
Organization New York State Food Merchants Convention  
Primary Function /Event Convention shows  
Organization Contact Spencer Weil Title Senior Account Executive  
Telephone (914) 631-4100  
Type of Function/Event \_\_\_\_\_  
Date of Function/Event 10/15/89 - 10/17/89  
Location Atlantic City New Jersey Convention Center  
City State Hotel/Building  
Estimated Attendance 20,000 Skew: \_\_\_\_\_ Male \_\_\_\_\_ Female \_\_\_\_\_ Mixed  
☐ The organization contact has agreed that samples will only be distributed to adult smokers.  
Comments \_\_\_\_\_  
\_\_\_\_\_

PRODUCT

Gratis Product Requested:

4 WINSTON Lights 85's (6M Case)  
2 SALEM Lights 85's (6M Case)  
CAMEL Lights 85's (6M Case)

Shipping Address: Atlantic City Convention Center  
2301 Boardwalk  
Atlantic City, New Jersey 08401

Date of Arrival: Prior to October 10, 1989

APPROVALS

Regional Manager

L. L. Sasso

Date

9/20/89

Area Vice President's Staff

Date

Sales Promotion Dept.

Date

51846 7689